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Date: 3/17/06

By:

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Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering.

Conf. No.:	5795	:	Group Art Unit:	2614
Appln. No.:	09/749,255	:	Examiner:	Jason P. Salce
Filing Date:	27 December 2000	:	Att'y. Docket No.:	T727-10

Title: Scheduling and linking IPG ads in conjunction with programming ads in a television environment.

AMENDMENT

This Paper is in response to the non-final Office Action dated December 19, 2005, and is being timely filed.

Please amend the above-identified patent application, without prejudice, as follows: